

## INTERACTIVE VIDEO APPLICATION HOSTING

### Abstract of the Disclosure

A system and method that provide a hosted application and associated services  
5 for encoding, indexing, publishing and searching video media to content owners on a public network. The system and method allow the user interface to be customized and injected into the content-owner's website using dynamic HTML and template-based presentation mechanisms, thereby greatly enhancing the website's branding, advertising, and community building capabilities.

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